
Minutes Neighborhood Advisory Commission Meeting October 3, 2007

Minutes of the Neighborhood Advisory Commission (NAC) held on October 3, 2007, 5:30 p.m. at City Hall, 3rd Floor Executive Conference Room, 31 E. 5th Street, Tempe, Arizona.

(MEMBERS) Present: Erik Anthony Aldrete, Don Calender, Tom Catlaw, Pete De Mott, Greg Ellison, Faye Farmer, Marcie Greenberg, Andy Hall, Kevin Kaesberg, Ira King, Susan Knudson, Alex Podressoff, Joe Pospicil, John Sanborn, William Wagner, Michael Wasko, Woody Wilson.

(MEMBERS) Excused Absences:
Trevor Barger

(MEMBERS) Unexcused Absences:
Ira Rubins, Jason Short

City Staff Present: Shauna Warner, Neighborhood Services Director, Elizabeth Thomas, Neighborhood Services Specialist

Guests Present:
Pam Goronkin, Downtown Tempe Community Inc. President and Executive Director

Agenda Item 1 – Call to Order
Chairperson Greenberg called the meeting to order at 5:35 p.m.

Agenda Item 2 – Public Comment
There was none .

Agenda Item 3 – Consideration of Minutes: September 5, 2007 Meeting
The September 5, 2007 minutes were considered for approval. Commissioner Calender moved that the minutes be approved as submitted. Commissioner Wagner seconded the motion which was approved unanimously by all members present.

Agenda Item 4 – Downtown Tempe Community, Inc.
Pam Goronkin, Downtown Tempe Community (DTC) President and Executive Director, distributed handouts describing the organization's strategic plan, vision, mission and core values and qualities. The Downtown Tempe Community is the official organization of commercial and civic stakeholders of downtown Tempe.

Founded in 1993, the DTC and its board of directors meet regularly to discuss and form strategies to address area challenges and to advocate for its members. The board's core values are to develop convenient access to downtown Tempe, to create and market an image for the Mill Avenue District, to serve as a leader in the growth of the downtown economy, to produce magical events, to increase the safety of the Mill Avenue district and to plan for the district's future.

Funded by landowners (fee is often passed on to tenants), the assessment has only increased once. At the time the organization was chartered, it did not include residential units. Hayden Square has elected to participate and it's likely some of the other new developments will join as

well. The impact of the expectations and ramifications of additional new downtown residents is unknown.

The 2008 DTC Fundraising Campaign will focus on the group's role as an advanced services district providing an inviting, creative, exciting, relevant and authentic experience for shoppers, visitors, residents, employees and guests who come here. A recent article in the Warner Wrangler newspaper identified the importance of downtown Tempe to the entire community. Pam emphasized that this downtown economic engine impacts all Tempe neighborhoods and needs to be preserved and enhanced as much as possible.

Chairperson Greenberg inquired what role might NAC play. Pam suggested the potential for the creation of an umbrella type neighborhood organization which could provide additional advisement and feedback to DTC regarding their preservation, enhancement and marketing efforts. Ideas include discount nights by zip code and lifestyle/image marketing. Pam also encouraged members to contact her with any ideas or questions.

Agenda Item 5 – Committee Reports

A. Business Committee

Commissioner Wasko distributed the committee's minutes (see Attachment A). The group met on September 18th to establish goals and to discuss how to educate and inform residents outside downtown Tempe about the area and the positive changes going on. Commissioner Wasko was elected committee chair. One of the primary group goals is to encourage support of local businesses and to reach out to other groups such as the Chamber of Commerce Business Committee to see how efforts might dovetail or be enhanced. The caution was made to be sure to keep other areas of the City beyond downtown in the committee vision. Commissioner Wasko agreed and encouraged any members who can't make the meeting to provide written input and ideas for consideration.

B. Codes Committee

The committee held a well attended meeting on September 26th. Commissioner Ellison was elected chair. Considerable time was devoted to discussing the scope of the committee's work. An expanded scope could result in conflict with work other commission's are already doing so the consensus was to continue to explore applicable work areas and to help staff in being more proactive in addressing and resolving codes issues and issues that involve multiple work areas whenever possible. The suggestion was made to have a meeting including staff from these "black hole" areas to further discuss the direction of the committee's efforts including the need for creating a better "feedback loop" to let neighborhoods know that an issue is being looked at, researched or resolved and what the timeframe and/or next steps might be.

C. Outreach Committee

Commissioner Wilson reviewed the committee's minutes (see Attachment B). Commissioner Wilson was elected committee chair. The committee identified issues and events to target for input such as creatively publicizing the residential component of the Beautification Awards, expanding the Neighbor of the Year Award outreach efforts to local businesses, distribution and encouragement of use of the Tempe Involving the Public (TIP) manual (amongst Neighborhood and Homeowners' Associations) and collection of feedback to gauge how it's working and tweak it as needed. Committee members encouraged participation by any interested NAC member and welcome other ideas for study.

D. Transportation Committee

Commissioner Calender distributed the committee's minutes (see Attachment C). The committee met on September 19th to discuss and research areas where they might be able to offer help. The goal is to avoid duplicating efforts of other groups while ensuring that transportation issues as

they relate to neighborhoods are being addressed. For example, this committee endeavors to look at the current process that developers go through to address traffic impacts of new developments on existing neighborhoods. Committee members agreed that they need to follow up with the existing Transportation Commission to determine the scope of work for that group and what is already being handled with regards to this issue.

Agenda Item 6 – Neighborhood Quality of Life, Public Safety and Parks and Recreation Council Committee

An agenda of the September 11th meeting was provided in the NAC meeting packet for informational purposes.

Agenda Item 7 – School Redistricting – Information Only

Commissioners Knudson and Wagner provided background information and position statements regarding the school redistricting issue. They strongly encouraged all NAC members to take the time to read the materials in order to make an informed decision when they vote.

Agenda Item 8 – Beautification Awards

Members were reminded of the upcoming Thursday, October 11th Beautification Awards event and the rsvp deadline. Each member can attend with one guest if desired. Shauna offered to send out a reminder email with rsvp information.

Agenda Item 9 – Proposed Agenda Items for November 7, 2007 Meeting or a future meeting

- Committee Reports
- Neighborhood Quality of Life, Public Safety and Parks and Recreation Council Committee Update
- Rental Housing Task Force
- Discussion of Neighborhood Workshop Topics
- Proposition 207
- Tempe Center for the Arts meeting and tour proposed for December 5, 2007

Agenda Item 11 - Adjournment

Meeting was adjourned at 7:10 p.m.

Prepared by:
Elizabeth Thomas, Neighborhood Services Specialist

Reviewed by:
Shauna Warner, Neighborhood Services Director

ATTACHMENT A

Neighborhood Advisory Commission Committee Meeting Notes

Meeting Focus: BUSINESS SUBCOMMITTEE – Elect Chair, set goals		
Meeting Date: 09/18/07	Meeting Time: 5:00 pm	Meeting Location: Coffee Plantation
Commissioners Members Present: Mike Wasko, John Sanborn, Trevor Barger		
Guests: None		
Committee Chair: Mike Wasko		
Staff: None		

Mike Wasko called to order 5:12pm

First business was to elect a Chair. Opened for volunteers. Mike expressed an interest. Trevor nominated Mike, John seconded. Passed 3-0, Mike Wasko elected Chair.

Goals for 2007-2008:

Provide more information to NAC on how developments and sales tax revenues fund City infrastructure and neighborhood projects.

Improve dialog between local businesses and nearby neighborhoods to encourage a “good neighbors” environment.

Provide neighborhoods with guidance on attracting new small businesses.

Improve the Tempe.gov Development website by ensuring information is clearer and more current, and including City/Public projects.

Educate Tempeans on their impact as consumers, and identify ways they may spend more money within Tempe.

Identify and improve ways for neighborhoods to “experience” downtown, and how downtown may better serve their needs.

Meeting adjourned 5:52 pm.

ATTACHMENT B

Neighborhood Advisory Commission Outreach Committee Meeting Notes

Meeting Focus: electing committee chair, setting immediate goals		
Meeting Date: 9/25/07	Meeting Time: 6:30 p.m.	Meeting Location: Coffee Plantation
Commissioners Members Present: Woody Wilson, Mike Wasko, Faye Farmer, Joe Pospicil		
Guests: none		
Committee Chair: Woody Wilson		
Staff:		

Minutes:

Committee elected Woody Wilson as Chair.

Committee identified issues that will need Outreach Committee action.

1. Beautification Awards – This is a needed and popular community program that recognizes businesses and residences for architectural and landscaping innovation. Outreach will identify ways to creatively promote both the businesses/homeowners and the selection process.
2. TIP Manual – Commissioner Wilson suggests that the TIP Manual be sent to every HOA/NA chairperson in Tempe. If possible, Neighborhood Services should provide limited technical support to answer questions by phone if and when the TIP manual is used to solve community problems. Track successes/failures and tweak manual accordingly.
3. Maryanne Corder Neighborhood Grant Program – Identify and aggressively promote innovative community projects funded by the neighborhood grants.
4. Neighbor of the Year Award/Neighborhood Leadership Workshop – Find ways to improve the workshop process and build attendance. Begin to build lists of potential panel/workshop moderators and experts from around the city. Work on obtaining prominent keynote speakers from around the Valley to draw participants.
5. Commissioner Wasko suggests that other committees identify Outreach items within their own agendas and bring them to the Outreach Committee for further discussion and action.

Meeting adjourned at 7:20 p.m.

ATTACHMENT C

Transportation Subcommittee Meeting Neighborhood Advisory Commission

September 19, 2007
5.30pm
Tempe Library

Attendees:

Don Calendar, Alex Podressof, Faye Farmer

Elected:

Don Calendar, Chairperson

Discussion:

- Request information on who does what for the City in the City in regard to transportation (e.g., minutes, executive summaries, forecast of activities)
- Brainstorm with interested parties to see how the subcommittee can become involved in potential collaborations (i.e., filling gap, providing feedback)

Research requested:

We would like to know who/what is responsible for each topic below, including if multiple parties are identified (i.e., contact information, meeting minutes, missions, goals, etc.)

1. Traffic calming (in neighborhoods, outside neighborhoods, traffic plan for city)
2. Alternative transportation (TIM, Orbits, light rail)
3. In town commuting (as opposed to through town commuting, employer initiatives, City programs)
4. Airport/airplane traffic over neighborhoods